

GO COLORS!

Go Fashion (India) Limited

Public Issue of Equity Shares

Incorporated in 2010, Go Fashion (India) Limited is one of the largest women's bottom-wear brands in India. The company is engaged in the development, design, sourcing, marketing, and retailing of a range of women's bottom-wear products under the brand, 'Go Colors'. The company offers one of the widest portfolios of bottom-wear products among women's apparel retailers in terms of colors and styles. As of May 31, 2021, Go Colors sold bottom-wear in over 50 styles in more than 120 colors. As of May 31, 2021, the company has 450 exclusive brand outlets (EBOs) that are spread across 23 states and union territories in India. The company's distribution channels include large format stores (LFSs) including Reliance Retail Limited, Central, Unlimited, Globus Stores Private Limited, and Spencer's Retail among others. The company's LFSs have grown from 925 LFSs in 2019 to 1,332 LFSs in May 2021. The company also sells its products through its website, online marketplaces, and multi-brand outlets (MBOs).

ISSUE HIGHLIGHTS

Issue opens	17 November 2021
Issue closes	22 November 2021
Price Band	Rs. 655/- to Rs.690/-
Bid Lot	21 Equity Shares and in multiples thereafter
Fresh Issue	₹ 1013.61
Listing	BSE /NSE
UPI	All Broker ASBA Retail Applications compulsorily in UPI Mode.
Registrar	KFintech Private Limited

RETAIL PAYMENT CHART

No. of Shares	Cut off price per share (Rs.690)	Total Amount (Rs.)
21	690	14490
42	690	28980
63	690	43470
84	690	57960
105	690	72450
126	690	86940
147	690	101430
168	690	115920
189	690	130410
210	690	144900
231	690	159390
252	690	173880
273	690	188370

Note: All retail applications compulsorily in UPI Mode All Retail Individual Investors bidding using the UPI mechanism must provide the UPI ID in the relevant space provided in the Bid cum Application Form and the Bid cum Application Form that does not contain the UPI ID are liable to be rejected. Applications made by using third party bank account or using third party linked bank account UPI ID are liable for rejection.

Click here to know more about UPI mechanism - <https://www.npci.org.in/upi-live-ipo> For details & Risk Factors, Please refer to the Red Herring Prospectus.